



Date: Monday 4 June 2018

Sonal Holland MW, in partnership with Wine Intelligence, to launch first Vinitrac® survey for Indian wine consumers and publish India Wine Insider 2018

This July, Sonal Holland MW, in collaboration with Wine Intelligence, will launch Vinitrac® India, a survey of Indian wine consumers that monitors and tracks the attitudes, behaviours and consumer relationships with wine in the country. Vinitrac® is Wine Intelligence's global omnibus survey of wine drinkers, covering 33 markets that correspond with the largest consumption markets for wine around the world. The India survey will be followed by the second edition of the India Wine Insider (IWI) report due to be published in September 2018.

Wine Intelligence is delighted to be partnering with Sonal Holland MW to produce the report. As India's most accomplished wine professional, and only Master of Wine (MW), Sonal has won numerous awards and launched multiple initiatives to increase wine knowledge and its appreciation in India. She is the founder of the Sonal Holland Wine Academy, India's foremost institution offering certified WSET wine and spirit courses and consultancy to luxury hotels and the trade. Sonal also founded India Wine Awards, the most authoritative wine competition led by the country's leading wine professionals.

The India Wine Insider 2018 report will analyse data found in the July Vinitrac® survey and present findings in a digestible format for those looking to learn more about the Indian wine market. Indian and global wine companies are also able to ask their own questions in Vinitrac® India, and receive data and insights back on a confidential basis.

Sonal Holland MW stated: "After the pioneering initiative of India Wine Insider in 2017, partnering with Wine Intelligence, the global reference for high-quality consumer research, is the most exciting progression that takes the understanding of the Indian market to the next level. India is a very important potential market for wine

in the 21st Century, and I look forward to collaborating on a report that is a definitive picture of how wine works in this large, exciting yet complex market. The report will provide first-hand consumer outlook and identify future opportunities for growth of the wine business in India.”

Wine Intelligence CEO [Lulie Halstead](#) commented: “We are excited to be working with Sonal on this new project. As the Editor for the India Landscapes 2018, she brings an authoritative wealth of knowledge and expertise on the Indian market. Launching Vinitrac® in the country and producing a report will help our clients understand the Indian wine market better, including distribution channels, brand health and attitudes towards different wine styles. This survey increases our total number of Vinitrac® surveys launched to 33, and we look forward to adding India to our list of markets covered.”

Notes to editors:

About Sonal Holland MW:

[Sonal Holland MW](#) is India’s most accomplished wine professional. An expert on the business of wine and spirits in India, and India’s only Master of Wine, Sonal is passionate about drawing global attention to the country’s young and exciting beverage industry. Her vast cultural knowledge has made her a sought-after strategic consultant for international brands seeking a foothold in India’s complex marketplace. A photograph can be downloaded [here](#).

About Wine Intelligence Ltd:

[Wine Intelligence](#) is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to aid companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry.

About Vinitrac®:

[Vinitrac®](#) is Wine Intelligence's wholly-owned global omnibus survey of wine drinkers, which monitors and tracks the attitudes, behaviour and the consumer’s relationship with still and sparkling wine around the world and offers the global wine industry unprecedented access to consumer insight. Our surveys use a representative sample of adults who drink wine in each of the countries where we operate.